We will begin our Webinar at approximately 1:01 PM EST

“Using Speech Analytics to Accelerate Agent Development and Optimize Contact Outcomes”
Today’s CallMiner Educational Webinar

“Using Speech Analytics to Accelerate Agent Development and Optimize Contact Outcomes” is sponsored by the following partners:
Webinar Logistics

• This webcast is a listen only presentation. If you would like to ask a question, please use the questions panel in the GotoWebcast side bar widget as shown and we will try to answer all of your questions during the Q&A segment of the presentation.

• The Webcast will be recorded and available 48 hours after presentation at www.CallMiner.com under our Learning Center page.

• The presentation deck is available now or at the conclusion of today’s webinar under the Event Resources tab of this site and will also be available at www.CallMiner.com under our Learning Center page.
“Using Speech Analytics to Accelerate Agent Development and Optimize Contact Outcomes”
Today’s Agenda

1. Explanation of how Interaction Analytics Work
2. Quick Survey
3. State Collection Service Inc’s Background
4. Overview of SCSI’s Contact Center(s)
5. Before Analytics – SCSI’s QA or Analytics Approach & Methodology
6. SCSI’s Journey and success
   1. Post Contact Analytics
   2. Performance Feedback Loop
   3. Real-time Analytics
7. What’s Next for State Collection Service Inc.
8. Summary/Takeaways
9. Q&A
10. Wrap Up
SCSI’s Technologies in Support of Improving Patient Experience

- Analytics workbench, category/scorecard configuration
- Agent and supervisor feedback performance portal
- Real-time automated quality monitoring, agent assistant

Protected by CallMiner Redactor – Redaction at the Core
Automated Interaction Analytics - Explained

100% Interactions

With metadata

Transcription & acoustic measurements (redacted)

Use case specific automated tagging (language patterning)

Use case specific Scoring, trending & tracking

Compliance, behavior & targeted coaching and marketing insight

100% Interactions

Calls

Chats

Surveys

SMS

Text Messages

Emails

Twitter

Audio Values

Agitation

Word Tempo

Silence

Metadata Values

Agent Info

IVR Details

Caller Info

CRM Data

WFO Data
Automated Interaction Analytics - Explained

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With metadata

Transcription &
acoustic measurements
(reddacted)

Use case specific
automated tagging
(language patterning)

Use case specific
scoring & tracking

Compliance, behavior &
targeted coaching insight

Thank you for calling ABC Health. How can I help you?

This is my third time calling! You overcharged me on my xray bill. I need to speak with a manager!

May I confirm your name, address, and email address?

I’ve already given that information to the previous agent. This is ridiculous!

Proper Greeting
Right Party
Contact
Dispute Language
Compliance Language
Dissatisfaction
Empathy
Agent Effectiveness
Politeness
Close Language

Proprietary & Confidential, CallMiner Inc.
Automated Interaction Analytics - Explained

- **100% Interactions** with metadata
- **Transcription & acoustic measurements** (redacted)
- **Use case specific automated tagging** (language patterning)
- **Use case specific scoring & tracking**
- **Compliance, behavior & targeted coaching insight**

**Agent Quality**: 72
**Call Close**: HIGH
**Disatisfaction**: 76
**AVERAGE Handle Time**: Optimal
**Compliance Language**: HIGH
**Agent Effectiveness**: Medium
How Speech Analytics Works

100% Interactions
With metadata

Transcription & acoustic measurements (redacted)

Automated categorization and tagging (language patterning)

Configurable automated scoring & tracking

Compliance, trends, behavior & targeted coaching insight

ALERT
Real-time Monitoring

ANALYZE
Search, Trend, Discover Compare, Report

FEEDBACK
Automated Quality or Performance Management

API
Exporting Data to 3rd Party Applications
But First, a Survey Question…

What Business Value or Values do you feel our most critical in ensuring your contact center business objectives are met?

- Customer Experience
- Contact Center Efficiency
- Sales and or Collection Effectiveness
- Risk & Compliance
- Performance Management
About State Collection Service, Inc.

- Family ownership since 1949 with 68 years of experience in healthcare receivables management
- Headquartered in Madison, Wisconsin with nearly 600 employees across four locations; Madison, Beloit and Milwaukee, Wisconsin, and Chicago, Illinois
- Serving over 280 hospitals and 80 physicians groups nationwide
- 50/50 split of Early Out and Bad Debt
- Pre-Service Financial Clearance
Background on SCSI Process Prior to Automated Analytics

- Before deploying speech analytics
  - Manual Reviews
  - Average 5 Reviews per agent per month
  - Manual was time consuming process
  - Limited checks & balances
SCSI’s Approach to the Applied Use of Interaction Analytics:

- Improve agent performance
- Optimize patient experience
- Achieve ideal client outcomes
- Attain highest level of compliancy
SCSI’s Speech Analytics Journey

- **September 2013**
  - Implement Post Call Analytics
  - Improve QA Efficiency
  - Increase Agent Skill Sets/Results

- **December 2014**
  - Implement Agent/Supervisor Performance Feedback Portal
  - Analytics Scores into Agent Bonus Program

- **September 2016**
  - Implement Real-Time Analytics
  - Accelerate Agent Development
  - Improve Results
  - Increase CSAT

**Agent Feedback Portal**

**Post Call Analytics**

**Real-Time Analytics**
Automating the QA Process

- Migrating to Automated Quality Assurance Program
- Created “Values” scorecard
- Went from 5% of Calls QA’d to 100%
- Still do some manual QA
- Multiple Benefits
  - Capturing & QA additional 95% of calls
  - Improved operational efficiency
  - Increased Agent Performance
Scorecard- Incenting Behaviors

Building Scorecards to ensure organizational, customer satisfaction and compliance objectives are met.
Customizing Scorecards to Improve Patient Experience

In support of particular healthcare provider goal to improve patient satisfaction, created scorecards to understand what was going on with the patient’s account before immediately jumping into possible financial resolutions.

For example, opening questions included inquiries like:

- Did you receive the bill?
- Did you feel that the bill was easy to understand?
- Were the billing and payment procedures explained clearly?
- Do you feel that billing and payments were handled properly?

The results were then shared with the healthcare provider in order to assist in their initial service billing process.
Results from first full year of post contact analytics!

✓ 4,000 FTE QA Hours/Yr. Saved
✓ Increased Mo Avg. Rev per agent $2,278
✓ Improved FCR by 23%
✓ Reduced Avg. Silence per Call by 12%
Adding the Performance Feedback to Agents & Teams

- Identified areas for improvement
- Recognized positive performance
- Provide detail for targeting coaching
- Our agents can self-coach by viewing scores
- Supervisors can focus on improving the agent scores
- Measure post coaching results
Performance Feedback Fuels Agent Engagement

✓ Drives our Agent Bonus Compensation Model

✓ Help ties back to happiness, agent engagement and gamification

✓ Peer to peer, team to team & organization wide measurements
Adding Real-time Analytics to SCSI’s Platform

Dialer Agent Monitoring: What is an agent’s status and how long have they been on a call

Post Call Analytics: Find out what was said on the call and how does it align with what our company expects to be said within 24 hours

Real Time Analytics: Find out what is happening on a call NOW, and course correct or guide the call as it’s happening to immediately change the outcome; true service recovery and account resolution
SCSI’s Real-time Platform

- Command Post (Supervisor View)
- Supervisor Event Detail View
- Agent Assistant

Check emerging info in Epic
- Medicare failed: “Balance due is reset.” Remove account.
- FAX 3/4: “We’re happy to fill your Medicare/2nd Insurance” (user CSR code 6)
- FAX 3/5: “Medicare Part B is inpatient. Medicare Part B is outpatient.”

Command Post

- Medicare
- Sierra Garrett
- John Henderson
- Bojan Dacy
- Manon Willard
- Mina-Miranda Faille

Command Post

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Eureka
Real-Time Command Post

Enables State Collection Service supervisors and quality analysts to easily identify and take immediate response to any problem calls – while the calls are still ongoing via visual and audible alerts.
Agent Assistant – Use Cases

**Courtesy**

- Please remember to say:
  - Please
  - Thank You
  - You’re Welcome
  - We Appreciate
  - How may I help you?

**Escalation**

- Stay Calm
  - Apologize: Assure the patient you can help. Address all concerns.
  - Be thorough: Note as much information as possible.
  - If patient remains escalated, offer supervisor/manager.
  - If requested: GET SUPERVISOR IMMEDIATELY

**Compliment**

- You remembered TCPA
  - Good Job!

- TCPA Good Job
Feedback on Real-Time Analytics

“Agents have more confidence, especially new team members, as they can say key words and their pop up happens to guide them through the call.” – Eric, Customer Service Call Center Supervisor

“I like everything about it! It’s just really helpful!” – Eloise, 6 month tenured Customer Service Specialist

“It’s amazing how specific the feedback in the Agent Assistant can be, so I always have a helper on each call.” – Kathy, Customer Service Call Center Team Lead

“Agent Assistant is on-point and accurate. Especially, the topic specific ones such as the Financial Assistance process. I also liked the turkey for a good job!” – Samiyyah, 2 year tenured Customer Service Specialist

“I like when the color changes and it tells you what is going on with the tone of the call. Also, I like getting the Good Job picture!” – Melissa, 2 year tenured Collection Specialist

“Agent Assistant helps with the timing of what to say on each call and makes sure I have the right call order.” – Dominique, 4 year tenured Collection Specialist

“It guides you through the call and is real helpful for new staff or for client information on those calls that I do not see very often.” – Craig, 15 year tenured Collection Specialist
**Just for Fun!**

*These Agent Assistants get a lot of feedback from our reps and is the #1 thing they comment on when asked about EurekaLIVE!*

Our Agents LOVE getting the compliments and “Good Job’s” along with a fun or funny picture we attach to the fly out.
Comparing 90 Days Before and After Real-Time Speech Analytics

17.5% Reduction in Risk Language
21% Reduction in Dissatisfaction Language
27% Increase in Supervisor Language (possibly due to the representatives engaging the supervisor more often and earlier in the call due to fly-outs that recommend Manager or Supervisor involvement)

114% Increase in Customer Compliment Language
11.22% Decrease in consumer asking for a call back

Proper Patient Identification in 2017 increased to 98.95% compared to 94.12% on calls in the Q4 2016

26.84% Increase in Insurance Language
26.6% Increase in Recorded and Monitored Line Disclosure Language
22.84% Increase in Negotiation Language

48.9% Increase in TCPA Disclosure Language

6.76s Increase in Average Call Length (this shows that we do not push quick calls, but rather train on call quality)

Courtesy Language stayed consistent, measuring 99.5% in 2017 and 99.4% in Q4 2016
Analytics Fueled Gamification is Driving New Levels of Sustained Agent Engagement
What’s next for State Collection Service Inc.

- Improved Self-Service IVR, Chat, and Web communication based on information learned through speech analytics
- Increased communication around e-services for account resolution
- Strategic Goal: Shorten call handle time, while increasing account resolution
CallMiner Educational Webinar was brought to you by

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Ready to Take the Next Steps in Your Analytics Journey?

View a video demo or schedule your in-depth, “1 on 1” Personalized Demonstration and be sure to explore CallMiner’s innovative On-line ROI Calculator tool. The links for the next steps in your analytics journey can be found below:

- Video Demo
- Webinar Demo
- Personalized Demo
- Test Drive

https://callminer.com/#see-a-demo

https://callminer.com/speech-analytics-roi-calculator-inquiry/
Upcoming Feature Showcase:
“Optimizing Compliancy with CallMiner Eureka”
December 14, 2017 1:00PM EST
https://callminer.com/#see-a-demo

Upcoming Webinar:
“Leveling the Work at Home Agent Playing Field with Speech Analytics”
December 19, 2017 1:00PM EST
callminer.com/webinars